WASHINGTON, Sept. 11 -- Primaries will be held to-morrow in seven states, Arizona, Colorado, Louisiana, Massa-husetts, Michigan, Washington and

Vermont.

It will be the most important primary day of the campaign season, and politicians here and elsewhere are watching the outcome with the keenest nterest, and in some cases, the keen-

The primaries involve five seats in

The Senatorial contests in Massachu-

herryism. The opposing Republican candidates are Representative Patrick H. Kelley, John H. Emery, former commander of the American Legion, and Herbert Baker, who has the support of labor and the radical farm elements.

Senator Townsend, it is generally believed, will be renominated because the opposition is divided, but latterly the advices from Michigan have indicated that he is in danger. Baker's supporters believe he will roll up a surprising vote. Kelley, moreover, always has proved a good vote-getter. The Democrats will nominate former Goyernor Ferris.

Tompkins Backs Cohalan, Defying Tammany Edict

N. Y. U. Professor Says Threat of Ouster From Law Committee Will Not Move Him

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In Washington, Senator Poindexter is opposed by five candidates. He also is likely to win by reason of the division of the opposition. He is being assailed for voting for Newberry and because he voted for the four-power treaty. The anti-Japanese elements in the state do not like this and are seeking to use it against him. Poindexter has the opposition, too of labor, because of his support of anti-strike legislation. Three Democratic candidates seek the Senatorial nomination, most prominent of whom is former Representative C. C. Dill.

Townsend Chief Figure

In Michigan Primary

In Michigan Primary

Interest in Balloting To-day Centers About 4 Candidates Fifth Avenue Senatorial Nomination

DETROIT, Sept. 11 (By The Associated Press) .- Chief actors in Michigan's 1922 political drama rested to night after one of the most strenuous campaigns in the state's history, await ing the biennial state-wide primary to

The race that attracted most interest from the state as a whole, however, was that for the Republican Senatorial was that for the Republican Senatorial nomination, in which four candidates are entered. These are United States Senator Charles E. Townsend, of Jackson; Major John G. Emery, of Grand Rapids, former commander of the American Legion; Congressman Patrick H. Kelley, of Lansing, and State Senator Herbert F. Baker, of Weadock. About the only outstanding issue in the Senatorial race revolved around the seating of Senator Truman H. Newberry, of Michigan, in the upper house of Congress. Senator Townsend was a leading Newberry adherent and as a result has been assailed throughout the campaign by his three opponents, who have been loud in their de-

nunciation of Newberry and his sup-

Primaries To

Be Held in 7

States To-day

Arizona, Colorado, Louisiana, Massachusetts, Michigan, Washington and Vermont to Go to Polls

Five Senate Seats Involved

49 Men Will Be Named for House Race; Lodge and Townsend Are Candidates

Prom The Tribune's Washington Bureau

Inunciation of Newberry and his supporters.

Senator Townsend repeatedly has expressed the belief his colleague's friends might have spent too much money in his campaign, but that none of it was spent illegally. Townsend has declared it was necessary to spend a large sum for publicity to offset the work of publications that devoted much space to attacks on Newberry.

The trio opposing Townsend in this campaign have replied that countenancing of large political expenditures is a dangerous doctrine and that if followed it would mean that "only rich men might go to Congress."

Townsend, according to political observers, will have the support to-morrow of "Old Guard" Republicans, Emery should poll a large percentage of the war vetterans! vote and Baker will show strength among farmers and labor unionists. Baker has been indorsed by the Farmer-Labor party organization in Michigan.

From The Tribune's Washington Bureau

Republicans of Newberry and his supporters.

Senator Townsend repeatedly has expressed the belief his colleague's friends might have spent too much money in his campaign, but that none of it was spent illegally. Townsend has declared it was necessary to spend has declared it was necessary to spen

Everybody Guessing on Bay State Result To-day

Unusual Campaign Makes Pre-dictions Uncertain—Lodge Is Conceded To Be Victor

Special Dispatch to The Tribune BOSTON, Sept. 11-The primary campaign closed to-night with the usual the Senate, forty-nine in the House whirlwind tours by the rival candi-and many state and county and minor dates. It is generally conceded that dates. It is generally conceded that Senator Lodge will win hands down, The Senatorial contasts in Massachusetts, Michigan and Washington are the ones which are attracting the most attention. In Massachusetts, Senator Henry Cabot Lodge, Republican leader of the Senate, seeks renomination. In Michigan Senator Charles E. Townshing and shairman of the Senate Commit-

michigan Senator Charles E. Townsend, chairman of the Serate Committee on Postoffices, is a candidate for another term. And in Washington Senator Miles Poindexter. ranking member of the Senate Naval Committee, is again seeking a place on the ticket.

In 'Arizona Senator Ashurat, Democrat, will be renominated without difficulty. In Vermont Senator Page has announced his intention to retire and Congressman Frank L. Greene will receive the Republican Senatorial nomination.

Senator Lodge will be renominated without difficulty, but there is interest in the question of how large a vote will be obtained by his opponent, Joseph Walker, former Speaker of the Massachusetts House. Four Democratic candidates are seeking the monination to find the seem of the Senatorship and are anxious to pit themselves against Senator Lodge. They are Sherman L. Whisple, William A. Gaston, John H. Walsh and Dallas Sharpe. According to most of the political gossip here, Whipple, prominer Boston attorney, has the best show of winning the nomination. The Michigan primary contest is extremely bitter. Senator Townsend is being ássailed on the issue of Newberryism. The opposing Republican candidates are Representative Patrick W. Hisple, W. Kelley Lebs. Were senator Republican candidates are Representative Patrick W. Hisple, Defying Tammany Edict

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Genuine Youmans styles in shapes and shades made for our particular clientele.

Sold only by OUMANG 581 Fifth Avenue st 47th Street



announce

that the former staff of the

Lucile Ltd. Organization

- including

Evelyn McHorter, Premier Designer of the former Lady Duff Gordon staff

Guy H. Tolman, Former Director,

will supervise the Dressmaking and Tailoring Salons and will be pleased to have their former Lucile patrons visit their new quarters and view the Original Autumn and Winter Creations as well as the extensive Paris Importations.

### Glynn Names Men to Frame State Platform

epublican Chairman Also
Appoints Jesse S. Phillips
Head of Speakers' Bureau
After Meeting Leaders

After Meeting Leaders

After exemple speakers of state tax, 1921, \$264,824.93.

"Received from state taxes: Income tax, \$192,378.18; corporation tax, \$169,240.02; motor vehicle tax, \$47,983.28; mortgage tax, \$25,534.68. Total, \$1,143,859.81.

"Prince tatate tax, 1921, \$264,824.93."

"Received by county in excess of state tax, \$879,034.88."

The state committee has received Republican Chairman Also

"State contributed to this county in 1921; \$135,702,278.16.
"State appropriations under Governor Miller in 1922, \$133,147,807.34.
"Direct state 2ax for this county: 1920, \$442,820.66; 1922, \$250,509.45.
"Decrease, \$192,311.20.
"State contributed to this county in 1921: School money, \$423,387.41; town roads, \$28,166.39; highway maintenance, \$28,166.39;

Leseping the public service of the state up to its best traditions. His management of the business of the commonwealth has been quite as satisfactory as that of any Governor in my time. Having known him many years, I believe no charge against him as a man or public efficial of a derogatory character can be entertained. Assuming that I have judged him correctly why should he not be renominated and re-elected?

"If the Attorney General were a candidate for the office which he now holds and which he has filled with great credit to himself, I should be his surporter."

Tompkins Backs Cohalan,

Defying Tammany Edict

Latingter M. F. Seeger, of Orange County, and Fred W. Wilson, of Newburgh.

Lafayette B. Gleason, secretary of the State Committee, will go to Albany to look over Harmanus Bleeck.

The story of the record of the Miller and ministration is being teld by full-sheet posters by the Republican State posters by the Republican State to be under \$28,000.

Burning Picture Film Fills

Hotel Cellar With Smoke

Fire in a large iron box, said by the police to have contained moving picture film, filled the basement of the Hotel Albert, Tenth Street and University and which he has filled with great credit to himself, I should be his surporter."

Tompkins Backs Cohalan,

Committee, will a special poster for each county, setting forth the financial results as it affects each county. The office of himself, I should be his surporter."

State appropriation under Governor State and Intervention is to a large iron box, said by the police to have contained moving picture film, filled the basement of the Hotel Albert, Tenth Street and University was blown into the street, at 9 o'clock last night. John Pleischman, an electher of the guests of the hotel knew anything about the blaze with a hose before the arrival of the firemen. None of the guests of the hotel kne

#### Republican Women | Conners Insists Applaud Calder at Brooklyn Meeting

Senator Defends Tariff Bill Declares Publisher Will Be and Praises Miller; Says Congress Has Saved Taxpayers \$1,000,000,000

After Meeting Leaders

Convention Plans Ready

250 Women Delegates Will

Have Voice in Nominating
Candidates on Sept. 25

George A. Glynn. chairman of the
Republican State Committee, announced
yesterday the appointment of Jease
87 Phillips, Jorners State Sperintendent of Insurance, ach airman of the
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yesterday the appointment of Jease
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87 Phillips, Jorners State Sperintendent of Insurance, and Sperintendent of Insurance, and Jease Sperintendent of Insurance, and Sperintendent of Insurance, and Jease Sperintendent of Insurance, and Jeas Sperintend About 400 women and 100 men met in

## Hearst Will Not Be Opposed by Smith

Nominee Because Ex-Governor Already Has

William J. Conners, of Buffalo, manager of the Hearst-for-Governor cam-

Senate Passes Harbor Bill
WASHINGTON, Sept. 11.—The river
and harbor development bill, specifying
projects upon which government funds
may be spent, was passed to-day by the
Senate, after amendments providing
for Federal acquisition of the Cape
Cod (Mass.) and Dismal Swamp (Va.N. C.) canals had been adopted. The
bill now goes to conference.

Water Main Smashed by Truck, Flooding Tracks

Bursts on Jersey City Bridge Over Penna. Lines; Sweeps Man 25 Feet Down Bank

A sixteen-inch water main on the Baldwin Avenue Bridge over the Pennsylvania Railroad tracks in Jersey City burst yesterday afternoon, flooding the Been Honored by Party rails and washing one man down twenty-five foot embankment. A heavy truck, owned and operated by John Durkin, of 48 Wilson Place, Irvington, skidded and crashed into the pipe, breaking it.

John Donahue, of 33 Concord Street, ersey City, was struck by the stream of water and washed down the embank-ment into the cut, sustaining a scalp wound and abrasions for which he was treated at the City Hospital.

Hinton Gets New Engir PORT-AU-PRINCE, Hayti, Ear ing a flight from New York to Re Janeiro, received his new engines day from the Aviation Service of United States Marine Carps, engines will develop ground than hitherto obtained from the ones installed on his seaplane, Same Correia II, and are expected to longer flights possible. Their installed in the control of the c



Broadway at 49th Street New York City

**1995年 1995年 1995** STEIN-BLOCH SMART CLOTHES MEN'S FURNISHINGS AND HATS Exclusive, But Not Expensive



John David Presents

# Wilson Bros. Elastic-Knit Union Suits For Men

Introducing In-Between Weights In Five Separate Styles

Half-Sleeve And Ankle-Length Half-Sleeve And 1/4-Length

Half-Sleeve And Knee-Length Sleeveless And Knee-Length Long-Sleeve And Ankle-Length

Made Ot Fine White Mercerized Lisle With That Care And Skill And Infinitude Of Fine Detail For Which Wilson Bros. Union Suits Are Celebrated

In-Between Weights Are Cool Enough For Waning Summer And Warm Enough For Coming Fall. No Matter What's The Weather, You're Comfortable

Other In-Between Weights \$2 And \$2.50

The Easily Reached JOHN DAVID SHOPS Roundabout New York

BROADWAY, AT 32nd STREET 62 BROADWAY, BELOW WALL STREET

125 AND 127 WEST 42nd STREET COURT STREET, AT MONTAGUE, BROOKLYN

# BATTEN



### Which is the best advertisement in this newspaper?

IF you were to go back over this paper with the conscious intention of choosing the best advertisement, there would be slight chance of your finding it.

If an advertisement is good, you seldom think of it as an advertisement at all; you merely act on it. Furthermore, the advertisement may not be addressed to you or your kind. Until you know the exact aim of an advertisement you cannot judge it.

And unless each advertisement has an exact aim, true to the definite objective of a complete campaign, it is not a good advertisement.

If you ever exclaim, "That's a clever advertisement!" it probably isn't an effective advertisement.

"You," said Demosthenes to his rival orator Æschines, "make them say, 'How well he speaks.' I make them say, 'Let us march against Philip.'"

One of the great historic compliments was that of the country yokel who said he did not like David Garrick's acting because he didn't seem like an actor, but acted just like a person in ordinary life.

This country bumpkin felt he was not getting his money's worth (theatre tickets evidently were costly even in the eighteenth century). Advertisers sometimes suffer from similar myopia when criticizing "copy."

Good advertisements are impossible without two elements: one, the human element-a good writer; the other, a definite aim. Without the latter, the former is futile.

We have worked out and proved out a method for determining the aim in advance of the writing of a syllable. It is not a secret, and if you are interested we shall be glad to discuss it with you.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

George Batten Company, Inc.

Advertising

381 Fourth Avenue

McCormick Bldg.

Moulding favorable public opinion for articles or services that deserve it